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CONSUMER TIME

"WHERE CAN I GET A JEEP"

NETWORK: NBC

DATE: January 19, 1946

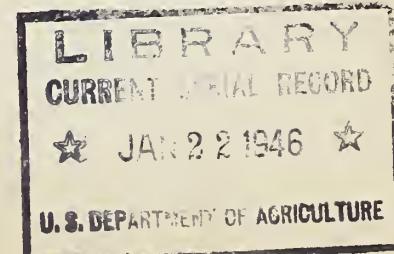
ORIGIN: WRC

TIME: 12:15-12:30 p.m. EST

(Produced by the U. S. Department of Agriculture...this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers).

1. SOUND: CASH REGISTER
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture!
5. SOUND: JEEP...FADE IN FAST AND HOLD LOUD THEN SLOWLY OUT UNDER
6. MAN: Boy! Look at that thing go...
7. MAN TWO: It sure would be fun to own one of those jeeps!
8. MAN: Sure! Think what you could do with a jeep...go fishin', huntin'... drive over the countryside whether there's a road or not...
9. MAN TWO: And it'd probably last forever! Say...I wonder how you go about getting a jeep?
10. MAN: Don't ask me...I haven't any idea...
11. MAN TWO: I hear the Army's selling 'em...
12. MAN: Sure the Army's let a lot of stuff go...But who's getting it? Where's it going??? How do you find out!
13. MAN TWO: Believe me, Mister, I wouldn't know!

(BREATH PAUSE)



14. FREYMAN: Today, on CONSUMER TIME...we're going to tell the story of war surplus property! How it's released...what's available...and how you benefit from the sale of war surplus consumer goods!

15. JOHN: We're also going to tell about how war surplus foods are being released...what's being done with them...how they get to you!

16. FREYMAN: To begin our story...By consumer goods, we mean everyday things like clothing, shoes, textiles, hardware, automobiles, medicine, furniture...

17. JOHN: And by surplus goods...we mean the material the Armed Forces don't need any more...and have turned over for sale.

18. FREYMAN: How do they go about offering things for sale, Johnny?

19. JOHN: Well...suppose the Army finds it has in its warehouses...two million pairs of fine new work gloves, which it has no further use for. Army officials decide they can be released for sale to civilians. So---they announce to the War Assets Corporation, (Office of Surplus Property) that they have two million pairs of gloves which they're declaring surplus.

20. FREYMAN: To the War Assets Corporation?

21. JOHN: That office used to be called the Office of Surplus Property, and was set up to take care of war surplus materials. It's part of the Reconstruction Finance Corporation. And we, Mrs. Freyman, are interested in the Consumer Goods Division...which has the gigantic task of seeing that millions and millions of consumer articles get transferred from military ownership to the public.

22. FREYMAN: Things like overcoats and tin hats...things like that, Johnny?

23. JOHN: Everything you can think of from screwdrivers to heavy tractors... They even have pigeons for sale, Mrs. Freyman.

24. FREYMAN: Pigeons??

25. JOHN: Sure. Carrier pigeons. The only trouble is, (Say the surplus property people)...that pigeons lay eggs. And before you know it, there are more pigeons. They believe they'll never get rid of that particular item!

26. FREYMAN: (LAUGH) I should think not!!!

27. JOHN: But to get back to our two million pairs of gloves. The Army announces that they're surplus...they can be released. So the War Assets Corporation takes over. They've got to sell those gloves.

28. FREYMAN: And how do they go about it, Johnny?

29. JOHN: Well, first an inspector has to be sent out to check the quantity and the condition of the material. Then an appraiser has to decide its value. If it's worth less than \$25,000 altogether, it's sold right there in the region where it's located...in a relatively small sale.

30. FREYMAN: But if it's worth more?

31. JOHN: Then it's offered for sale all over the country. Everybody gets a chance to buy some of these 2,000,000 surplus Army gloves.

32. FREYMAN: Now just whom do you mean by "everybody"? Could I go wherever the sale is and buy a pair of Army gloves?

33. JOHN: No---you couldn't yourself. You see under the law, all surplus consumer goods must first be offered for sale to Government Agencies. Then State, county, and city governments get a whack at it. After that, it's offered to the war veterans. And of course, individual veterans can get this material only if they're going to use it in business.

34. FREYMAN: Where do I--Mrs. Freyman--come in on this deal, Johnny?

35. JOHN: After those three priority groups have been thoroughly satisfied... the U. S. Government; the State, county, and city governments...and the veterans...Then Mrs. Freyman, your own storekeeper gets a

chance to buy.

36. FREYMAN: Oh, I see!

37. JOHN: Wholesalers large and small...retailers of all kinds...are then given the opportunity to buy this material! In this case, Army work gloves.

38. FREYMAN: If there are any leftovers for my dealer to buy!

39. JOHN: Oh don't worry about that...It's hard to believe the many, many millions of items up for sale now. Your storekeeper has plenty of opportunity.

40. FREYMAN: About how many would he be able to get, Johnny?

41. JOHN: Well...this is an actual case...these 2 million pairs of gloves we're talking about. They were put on sale just a few weeks ago. They have Canvas backs, cotton wristlets, leather palms extra strong...packed fifty-four pairs to a box, and probably your local store was allowed to buy ten boxes or more! So even though you couldn't go to the Surplus Property people yourself to buy them---you'd be likely to find them on the counters, in your own home town!

42. FREYMAN: Well, how does my storekeeper know about the war surplus sale? Is it very much advertised?

43. JOHN: Yes...it's in the newspapers, on the radio...and booklets and publicity releases are sent to dealers all over the country announcing the sales.

44. FREYMAN: But if you yourself, Johnny, wanted a jeep, you couldn't go to a place where they're being sold, and buy one? You mean that a dealer has to get it, and you buy your jeep from him?

45. JOHN: Yes. Except, of course, a war veteran who can prove that he needs a jeep or an army truck or a tractor in his business...has a chance to buy it himself.

46. FREYMAN: Incidentally, Johnny...didn't I hear that there is a special bureau set up in Washington to answer veterans' questions about how to get war surplus goods?

47. JOHN: Yes...the War Assets Corporation has a Veterans Service Bureau, with experts on veterans problems ready to answer questions with a minimum of delay.

48. FREYMAN: Oh I see...

49. JOHN: But a veteran is also advised to direct questions on priorities to the Smaller War Plants Corporation office in his region. For instance, if a vet wants to buy medical equipment or some war surplus hardware...to help him in business, he could simply communicate with the Smaller War Plants office in his town.

50. FREYMAN: And if the merchandise he wants isn't available at the time...

51. JOHN: Then this regional office will put his name on their list and notify him when the next sale is to be.

52. FREYMAN: Well, Johnny...just what kinds of things are being released now by the Army and Navy...

53. JOHN: Here's one item that ought to be good news for you homemakers, Mrs. Freyman...

54. FREYMAN: What's that!

55. JOHN: Millions of yards of Army surplus wool fabric is being offered right now to clothing manufacturers!

56. FREYMAN: Is that so, Johnny? We were talking about the clothes shortage just last week on CONSUMER TIME, remember?

57. JOHN: Yes...and this ought to mean a little improvement in the wool fabric situation...

58. FREYMAN: Maybe you can even get a new suit!

59. JOHN: Who knows!

60. FREYMAN: Is it really a lot of fabric, Johnny?

61. JOHN: Oh...a mere ten-million, five-hundred thousand yards of wool and serge...worsteds and flannels...rare textiles like that!

62. FREYMAN: That should make a difference!

63. JOHN: Sure! At least a little! You know...consumers don't realize how much we actually benefit from these war surplus goods...We don't go personally to an army warehouse and pick out a blanket and a raincoat and a pair of wool military socks ourselves...But this stuff is turning up all over the country in retail stores; good quality merchandise...in fact, the best there is!!!

64. FREYMAN: That's really good to know, Johnny!

65. JOHN: And we're not only getting the benefit of materials and equipment, Mrs. Freyman...but we're getting a lot more of certain kinds of foods, through military releases.

66. FREYMAN: Is that so, Johnny?

67. JOHN: Sure...For instance, in November the Quartermaster Corps released seventy-million pounds of butter, for civilian consumption!

68. FREYMAN: My goodness...Why didn't we have plenty of butter then?

69. JOHN: We didn't have plenty, but we had a lot more than we would have had. We had more butter in November and December than in any other two months in 1945!

70. FREYMAN: And that was because of the military surplus!

71. JOHN: Yes, released to the Department of Agriculture, for re-sale to food processors and wholesalers...and to you!

72. FREYMAN: Do we get many kinds of war surplus foods, Johnny?

73. JOHN: Yes, a good many. The Army and Navy recently released millions of tins of peanuts, to civilians. Then a lot of frozen eggs were turned over to the Department of Agriculture, too.

74. FREYMAN: What will happen to the frozen eggs, for instance?

75. JOHN: They may be sold back to industry. Or they may be released to the United Nations Relief and Rehabilitation Administration for overseas feeding.

76. FREYMAN: Then they can be used for the school lunch programs, too, can't they, Johnny?

77. JOHN: Yes...school lunches all over the country will benefit from these large releases of war foods!

78. FREYMAN: And isn't it true, Johnny...that industrial plants throughout the country are important users of surplus foods...for their on-the-job-feeding programs?

79. JOHN: Yes they are, Mrs. Freyman. Now here's something else about the food side of this picture.

80. FREYMAN: What's that.

81. JOHN: One reason why we all of a sudden have a heaping plenty of certain kinds of foods...because these foods were ordered by the armed forces, but never actually taken by them.

82. FREYMAN: In other words...they aren't released as war surplus...They're just available now to us...because the army isn't going to buy them!

83. JOHN: That's right. And the consumer benefits, naturally, because there's just that much more food on hand!

84. FREYMAN: But...our story today is about war surplus items being released to consumers...

85. JOHN: So let's get back to that! Just to give you an idea of what you'll probably be seeing in your local stores very soon...it has been announced that thousands of ^{new} metal folding beds with mattresses will be available for consumers...

86. FREYMAN: Folding metal beds...they ought to be good for children's cots... or summer camping out...

87. JOHN: And here's something else...over a hundred thousand skis...and a lot of Army ski equipment...is up for sale now. That ought to be good news for sportsmen this winter.

88. FREYMAN: I should say!

89. JOHN: They're all painted white, you know...for camouflaged ski-troopers! Then...there's a sale of some one-hundred-thousand new tires... for war veterans who are in the tire business. And that ought to help the tire situation.

90. FREYMAN: I heard that women's raincoats are available for civilians now, Johnny.

91. JOHN: Yes...Even brooms have been offered...and wool socks, watch parts, hunting knives, snow fences, cigarette lighters...motorcycles... and many other things have been available from time to time.

92. FREYMAN: Do you suppose my storekeeper knows about all these sales, Johnny?

93. JOHN: He should. It's very easy to get on the mailing list so he can find out about them...Your storekeeper just has to drop a card to the War Assets Corporation, Consumer Goods Division in his region... There are eleven regions in the country...to make possible quicker sales.

94. FREYMAN: Well, they shouldn't have much trouble selling this goods, Johnny!

95. JOHN: Don't you believe it! They have lots of trouble with some things. Suppose you had several thousand plastic airplane gun turrets to sell, Mrs. Freyman! What would you do with 'em???

96. FREYMAN: Why---I have no idea!

97. JOHN: The Surplus property people didn't have much idea at first either. And they spent plenty of sleepless nights...

98. MAN: (RATHER LOW: DISCOURAGED VOICE. CLOSE MIKE) I mean...what can you do with this stuff. Who in the whole United States wants a plastic gun turret off an airplane!!!

99. MAN TWO: Now wait a minute...This is pretty looking material, this crystal-clear plastic...

100. MAN: Sure it's pretty...but who wants...

101. MAN TWO: I got an idea!!! Why couldn't you make Lucite jewelry out of it? I'll bet you costume jewelry manufacturers would like to get hold of a plastic gun turret!!!

(BREATH PAUSE)

102. JOHN: Then there were things like microphone mouth-piece covers...

103. MAN: (GROWLING AS BEFORE) Take 'em away...I don't even want to look at 'em! Who's going to want a hundred thousand mouth-piece covers for microphones!!!

104. MAN TWO: No---hold on, now...Why wouldn't these make perfectly good milk bottle covers! Look, they just fit! The perfect solution!!!

(BREATH PAUSE)

105. FREYMAN: That was clever, Johnny...microphone covers for milk bottles! And didn't they do something smart with gas-masks???

106. JOHN: They certainly did...with thousands of them... (VERY SLIGHT FADE)

107. MAN: All right, so we've found a use for the rubber tube on these gas masks. They'll be good for bicycle handle-bar grips.

108. MAN: But what'll we do with eye-pieces?

109. MAN TWO: Why couldn't they be cut out of the mask, and sold as children's goggles. They're fine quality lenses!

109. MAN: That might work...We'll do it! But here we've got all these thousands of cans that held the chemical...What possible use could they be?

110. MAN TWO: Oh, that's easy. Food containers! Flower pots! The big ones can be used for small garbage cans. And I got another idea...see this face piece on this gas mask! Look! With what's left after we cut the goggles out, and take off the rubber tube...the kids will

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1969-1970. 1970-1971.

1971-1972. 1972-1973.

1973-1974. 1974-1975.

1975-1976. 1976-1977.

love 'em for scary false faces!!!

(BREATH PAUSE)

111. JOHN: And so, thousands of gas masks were cut up, and the parts used for different things! The head harnesses, incidentally were converted into garters, and harnesses for baby carriages!

112. FREYMAN: Imagine that! It's positively ingenious, Johnny!

113. JOHN: Oh, there's no end to the uses that have been found for these hard-to-sell items. Hand Grenade containers are being bought for use as children's savings banks! Barometer cases are being sold for 'shoulder purses and fishermen's kits.

114. FREYMAN: Do they have a use for flame throwers, Johnny?

115. JOHN: Yes...they'll probably be used for starting backfires in fighting forest fires. Or for burning off land, and cleaning irrigation ditches. There's a use for shell cases too---They're great for lamps and ash trays.

116. FREYMAN: Have they found a use for those tin army helmets, Johnny?

117. JOHN: Flower pots and bird baths, Mrs. Freyman.

118. FREYMAN: How splendid! And here's something I've wondered about...What was done with all the millions of red and blue ration tokens, recalled after rationing went off?

119. JOHN: Why a smart manufacturer, Mrs. Freyman, thought up the idea of making trays, and table doilies...by taking two sheets of plastic and pressing the tokens between them. It looks quite attractive, and he's calling them "token trays"! They should be very popular.

120. FREYMAN: Well, I see that millions of dollars have been saved by these clever inventions...Johnny.

121. JOHN: That's absolutely right. A lot of this stuff might have simply been scrapped. But believe me...they've still got plenty of problems...like what to do with 50 thousand tubes of coal black face

cream made for Commandos to use in night raids!

122. FREYMAN: We'll just have to wait and hear what they figure out for that!

123. JOHN: Well, the consumer is benefiting from the sale of surplus war goods...household articles, machinery...and food...

124. FREYMAN: At least nobody has to worry about how to convert a war surplus of butter, into something new and tricky, Johnny!

125. JOHN: I should say not, Mrs. Freyman. The solution to that...would be simple!!!

126. FREYMAN: And so ends CONSUMER TIME'S story of how surplus war materials... get back to you.

127. JOHN: Next week...we're going to hear a juicy story, Mrs. Freyman.

128. FREYMAN: You're right, Johnny! We're going to tell all about grapefruit and oranges and lemons...the whole citrus fruit family.

129. JOHN: ...Why citrus fruits are so good for us...Tays of preparing them... and something about the early history of citrus.

130. FREYMAN: So, be sure to be listening next week at this same time...for another edition of...

131. SOUND: CASH REGISTER...

132. ANNCR: CONSUMER TIME!!!

133. SOUND: CASH REGISTER...CLOSE DRAWER.

134. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

This is NBC, the National Broadcasting Company.

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